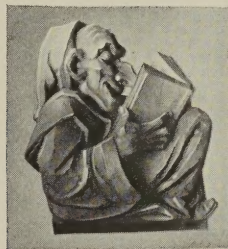


YOUR NEW SCHOOL BUILDING

The Question in a Nutshell

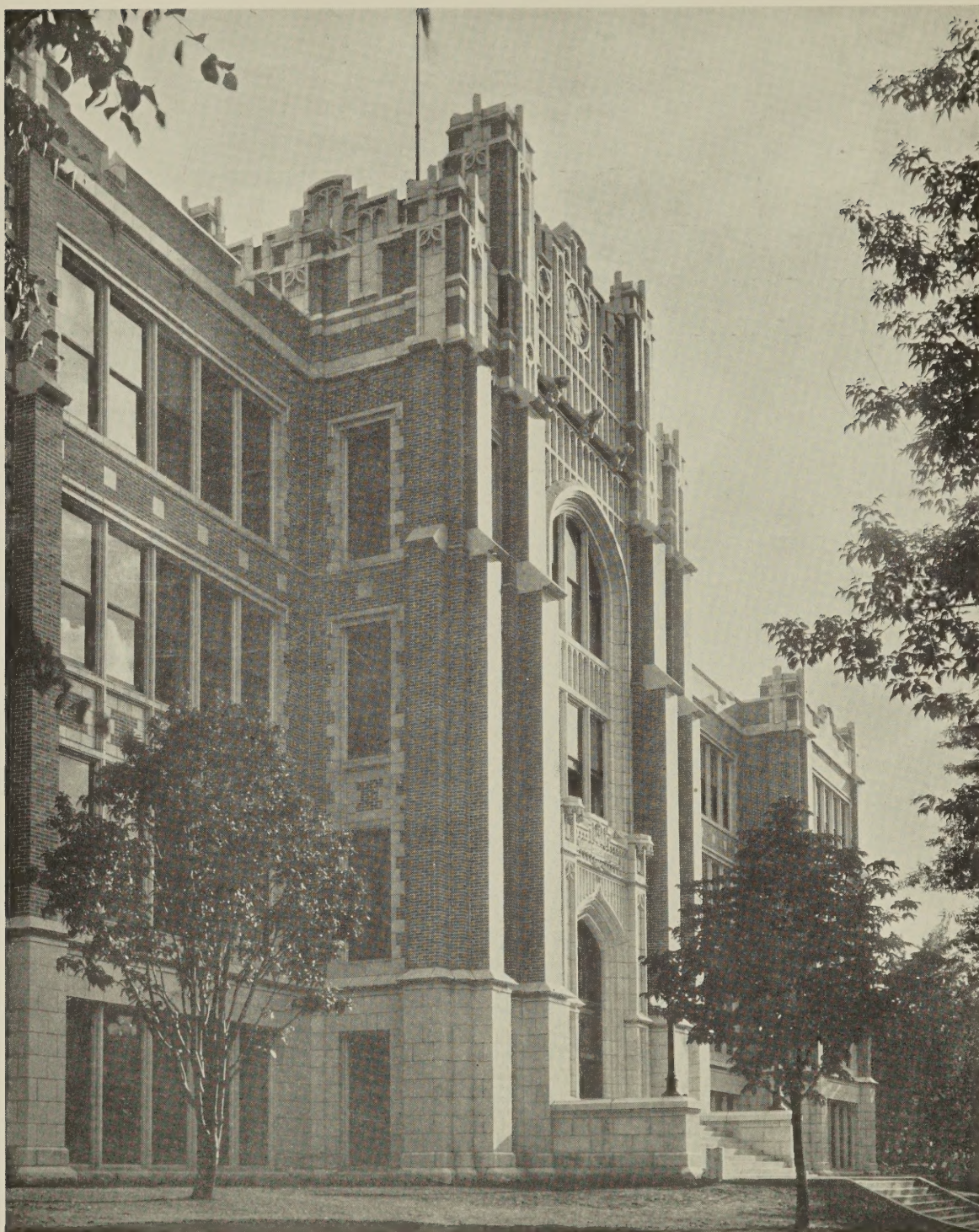


The Northwestern Terra Cotta Company

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Lewis & Clark High School, Spokane, Washington.

L. L. RAND, ARCHITECT.

The walls are of brick enriched with facings and trim of light colored Terra Cotta.

Your New School Building

The Question in a Nutshell

The demand for architectural beauty in our school buildings is coupled with a stringent necessity for economy in their construction. This obliges the use of materials giving structural permanence and architectural dignity without undue expense. The average taxpayer wants beauty, but not at the cost of an excessive tax rate.

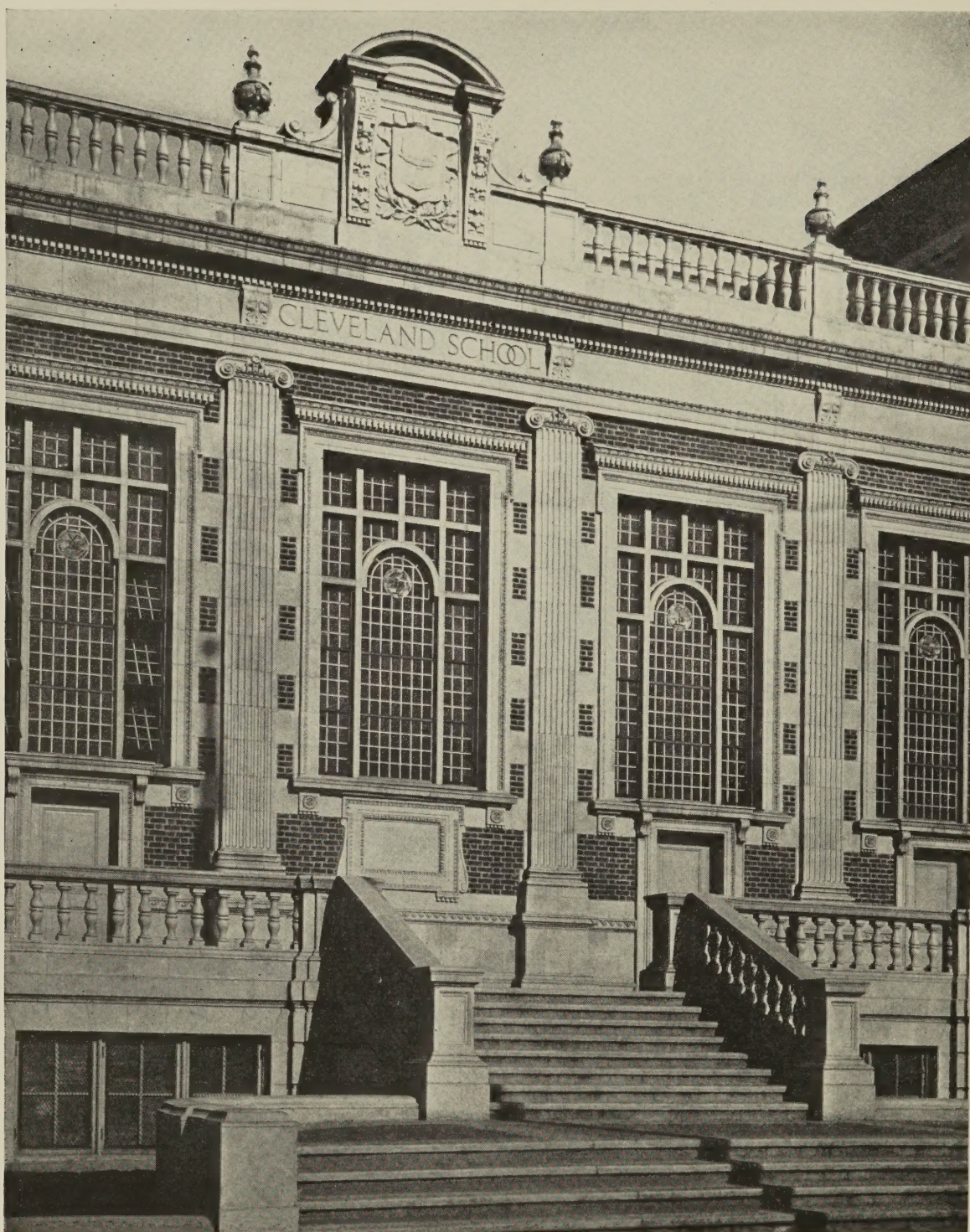
Terra Cotta meets this requirement of modern school construction more completely than any other material. Durable, fire-safe, easily cleaned, reasonable in cost and adaptable to any architectural style, it admits your obtaining a beautiful and dignified building within the necessary limits of your school appropriation.

Illustrated herewith are a few of the many educational buildings throughout the United States where these considerations dictated the use of Terra Cotta for exterior finish. On another page will be found a list of manufacturers any of whom will be glad to estimate your requirement.

NATIONAL TERRA COTTA SOCIETY

19 WEST 44TH STREET

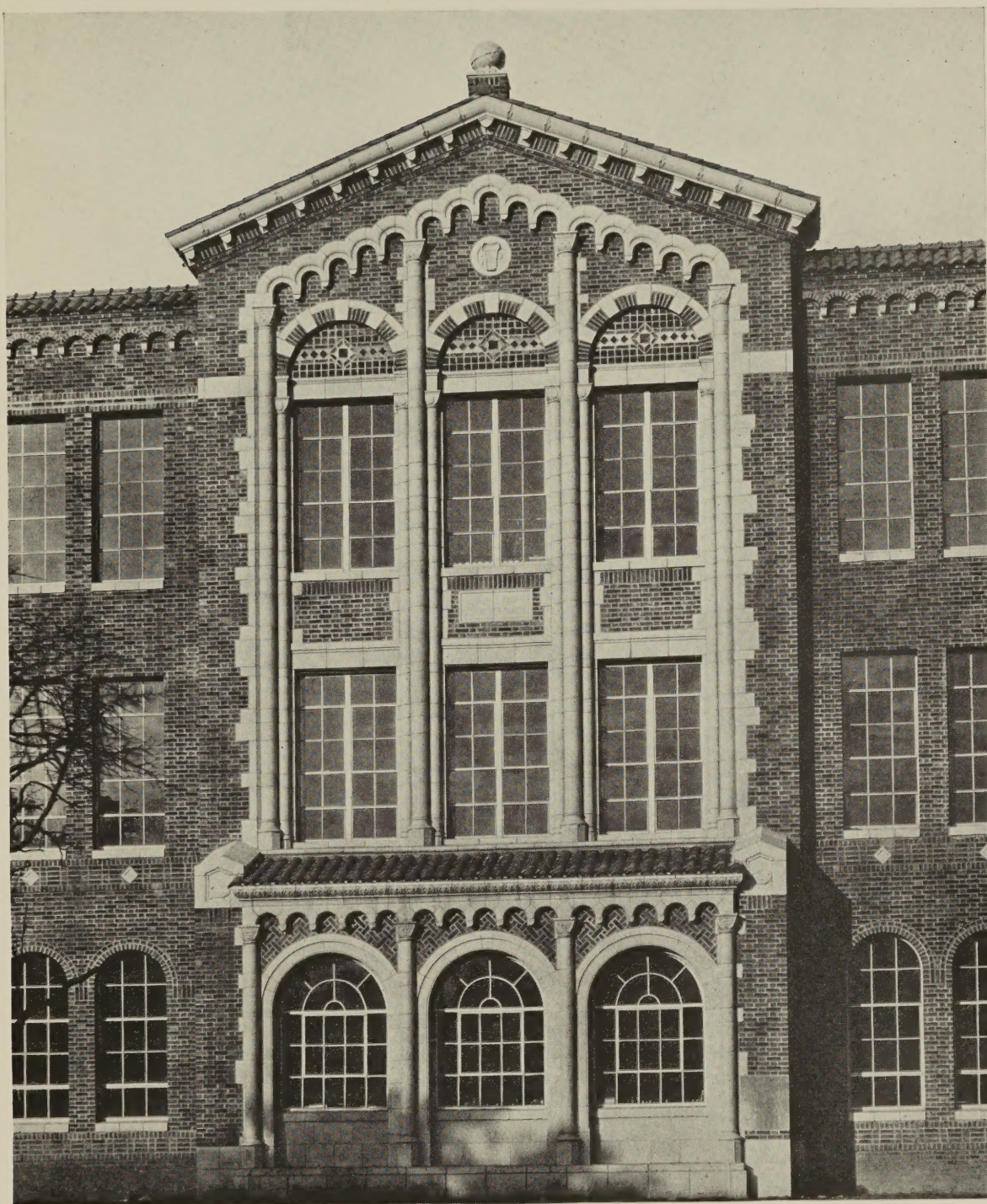
NEW YORK CITY



Detail of Cleveland School, Newark, New Jersey.

E. F. GUILBERT, ARCHITECT.

The architectural ornament throughout the exterior of this fine building is gray unglazed Terra Cotta.



Detail of West Junior High School, Atlanta, Georgia.

PRINGLE & SMITH, ARCHITECTS.

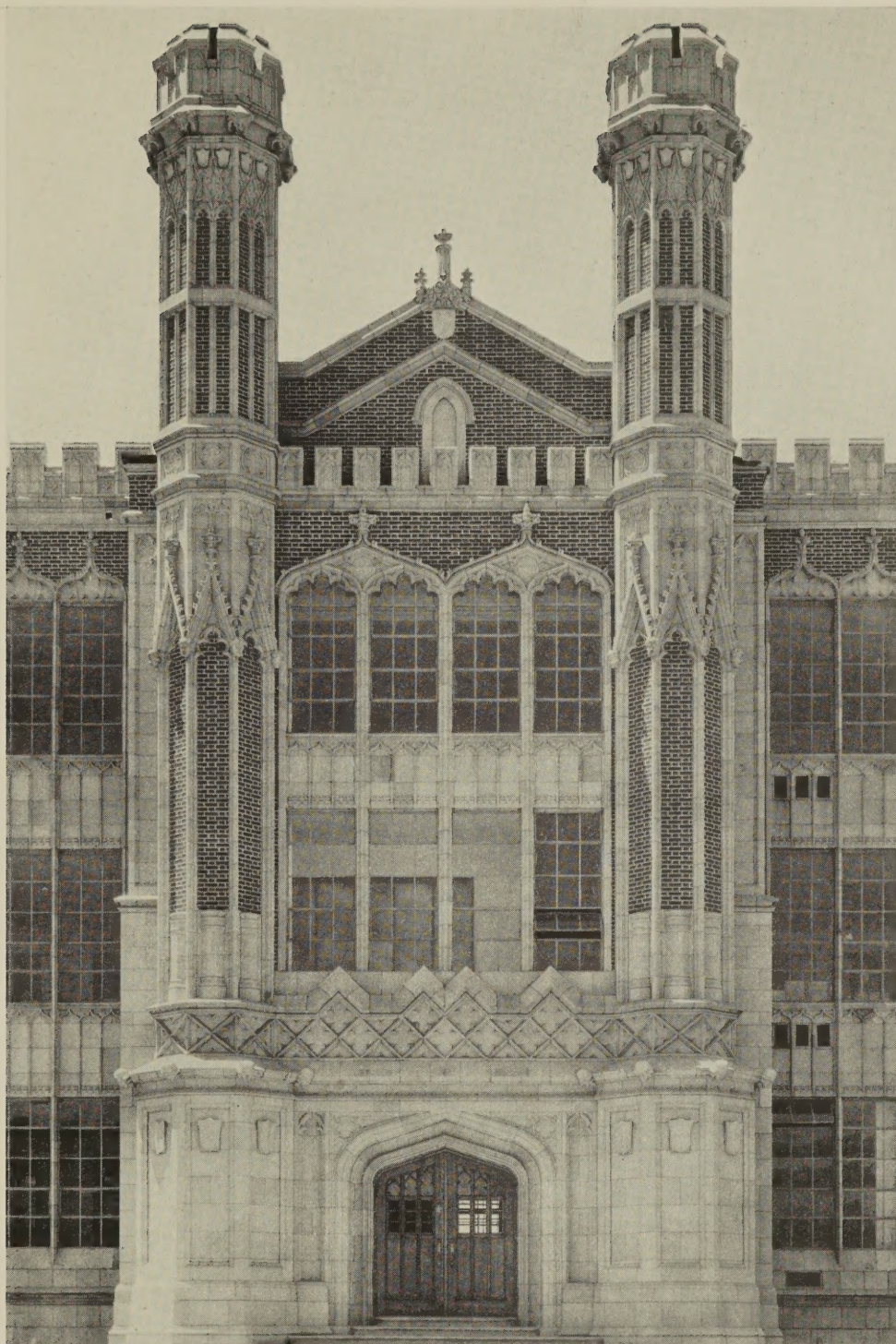
Gray Unglazed Terra Cotta used with brick of varying shades in a well designed building of simpler type.



Entrance, Woodland Grammar School, Woodland, California.

W. H. WEEKS, ARCHITECT.

Illustrating at close hand the qualities of finish and detail obtainable in Terra Cotta. The color is light cream in a mat surface glaze which can be easily cleaned by an ordinary process of washing.



Entrance Detail, New Junior High School, Bayonne, N. J.

DONALD G. ANDERSON, ARCHITECT.

The entire exterior trim of this stately building is light grayish buff
Terra Cotta.



Main Entrance Ottwa Hill High School, Grand Rapids, Michigan.

TURNER & THIBRUD, ARCHITECTS.

A dignified and handsome entrance treatment in Polychrome Terra Cotta.



Public School, No. 14, Albany, New York.

WILLIAM VAN GUYSLING, ARCHITECT.

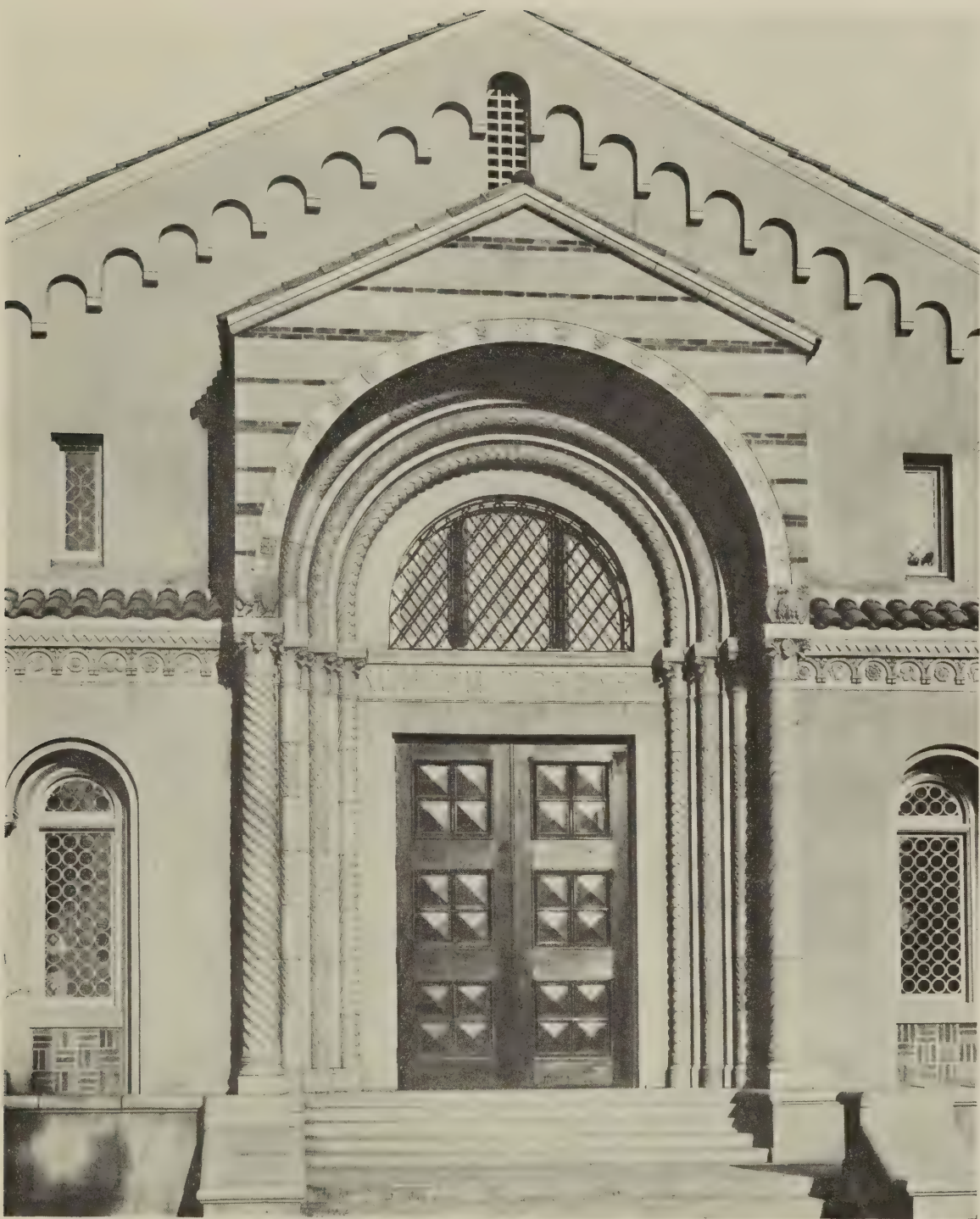
Trimmed throughout with gray unglazed Terra Cotta.



Main Entrance Feature, Columbus School, Salt Lake City, Utah.

C. S. MC DONALD, ARCHITECT.

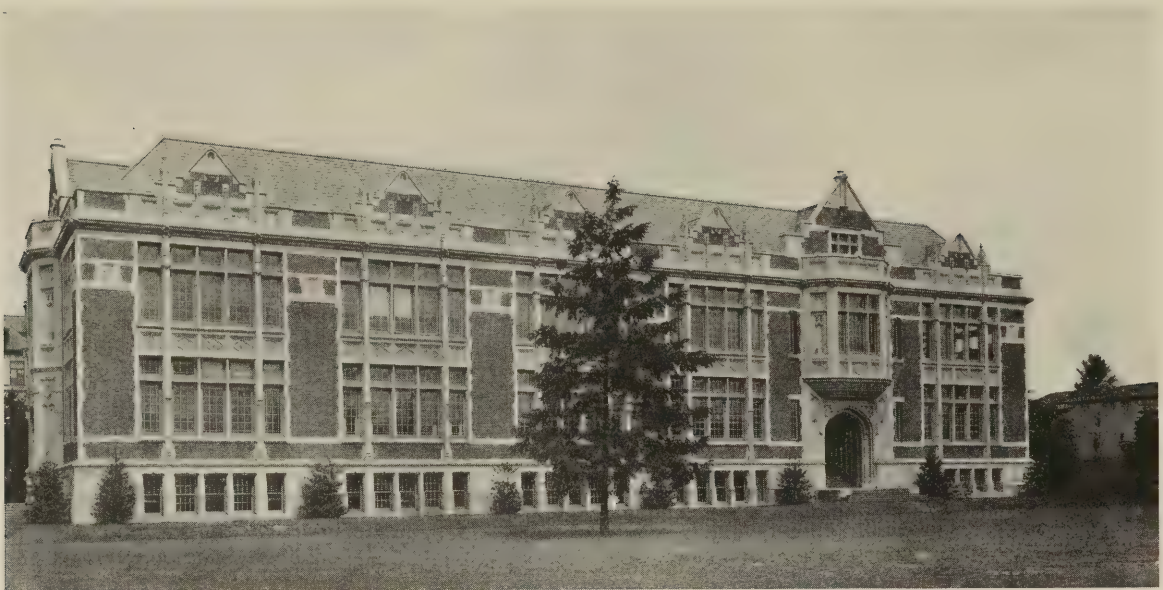
Trimmed in white matt glazed Terra Cotta. For the stucco finished building reflecting the tendencies of early Spanish design Terra Cotta furnishes the ideal formal enrichment.



Entrance, Santa Maria Union High School, Santa Maria, California.

ALLISON & ALLISON, ARCHITECTS.

The beautiful ornamental enrichment of this important school building is carried out in standard finish Terra Cotta of a grey color.



Home Economics Building, University of Washington, Seattle, Washington.

BEBB & GOULD, ARCHITECTS.

In the beautiful buildings of this University mottled Terra Cotta of a pinkish tint was used for the trim with a deeper shade of rose colored brick for the plain wall surfaces.



Carter H. Harrison Technical High School, Chicago, Illinois.

A. F. HUSSANDER, ARCHITECT.

The formal dignity of the classic is here interpreted in white standard speckled Terra Cotta. It is one of Chicago's most important educational buildings and is faced entirely with Terra Cotta.



Gainesville High School, Gainesville, Georgia.

JAMES J. BALDWIN, ARCHITECT.

Illustrating an extremely simple and inexpensive treatment in Terra Cotta giving an effect of dignity and pleasing architectural design to a building of severely plain construction.



Franklin School, Bakersville, California.

ORVILLE L. CLARK, ARCHITECT.

Another simple type of school building in which an effect of good architectural taste has been realized through the use of Terra Cotta.



Public School, No. 125, New York City.

WM. H. GOMPERT, ARCHITECT.

New York City's recent school program included 36 new buildings, of which 33 were trimmed with Terra Cotta. 18 of these were of the typical design shown above. Large economies were effected by this standardization and the use of Terra Cotta.

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TERRA COTTA

PERMANENT ❖ BEAUTIFUL ❖ PROFITABLE

